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ARS PRODUCT CODE SOURCE	400~	URL OF ARS	ADVERTISER PRODUCT CODE	URL OF SOURCE
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FIG. 4a

PATH B: ARS TO SOURCE



FIG. 4b

PATH C: SOURCE TO ADVERTISER

404~	URL OF	REQUEST-FOR-	URL OF
	ADVERTISER	INFORMATION	SOURCE

FIG. 4c

PATH D: ADVERTISER TO SOURCE

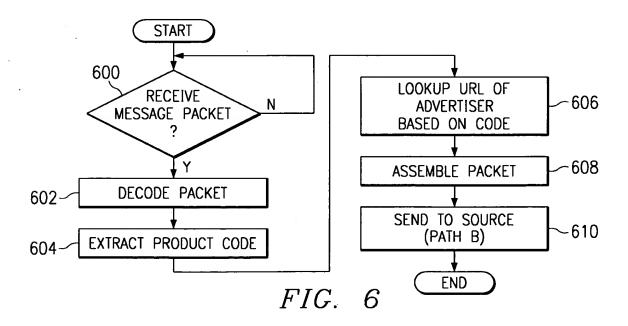
406~	URL OF SOURCE	REQUESTED INFORMATION	URL OF ADVERTISER
------	------------------	-----------------------	----------------------

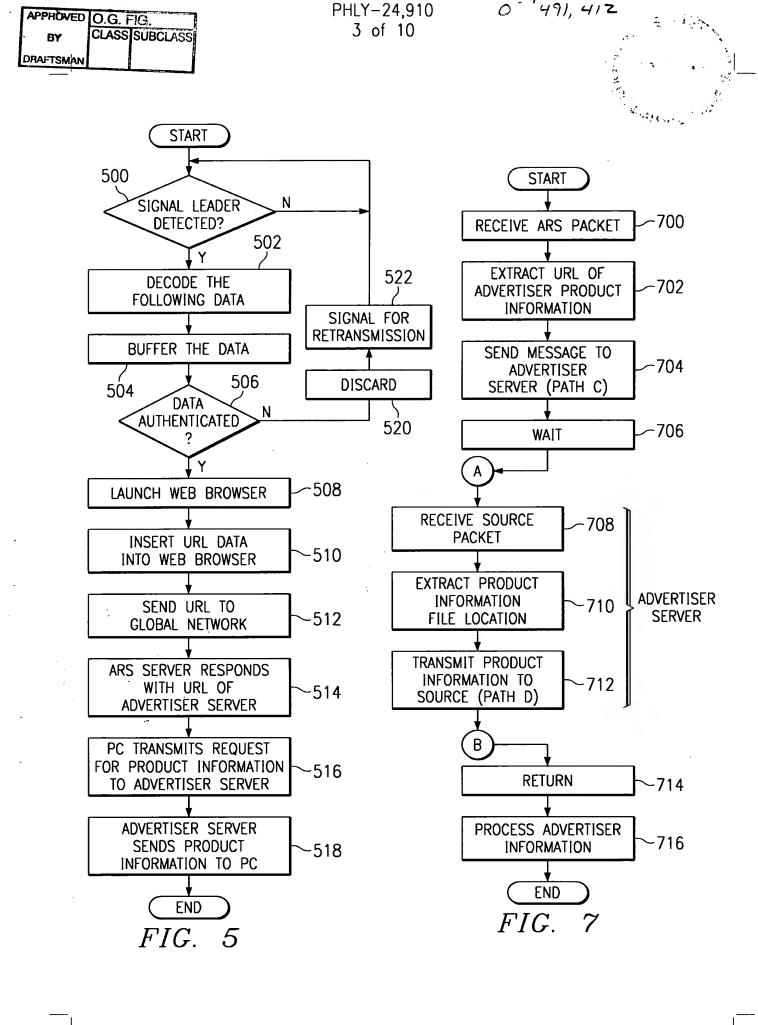
FIG. 4d

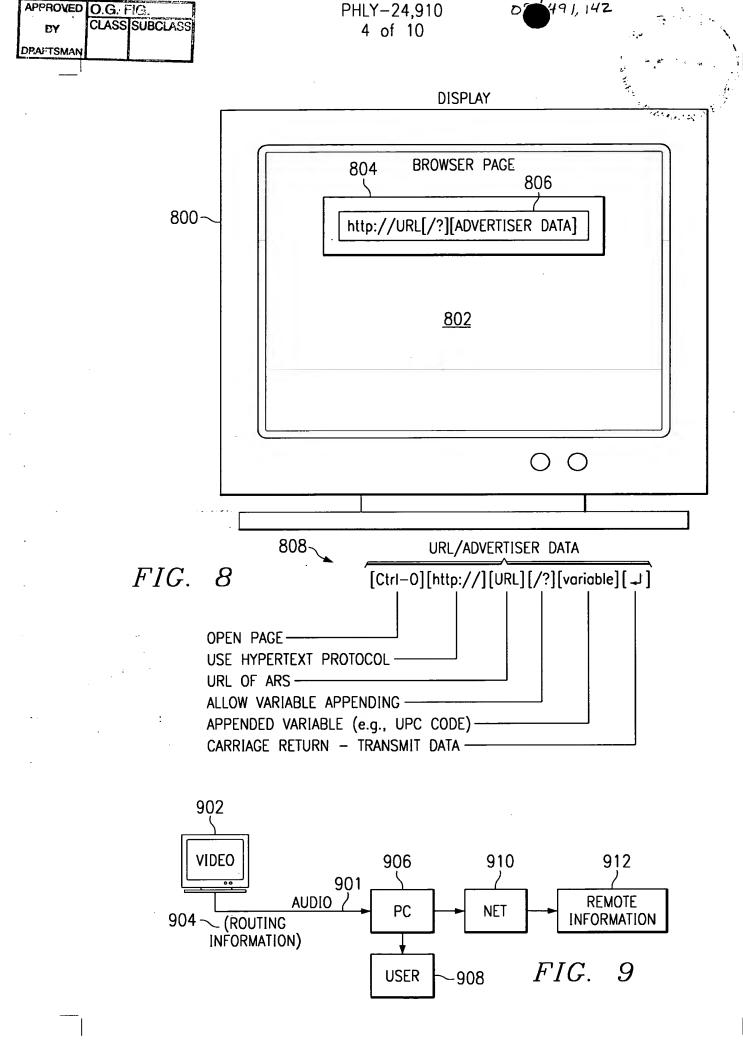
PATH E: ARS TO ADVERTISER (OPTIONAL)

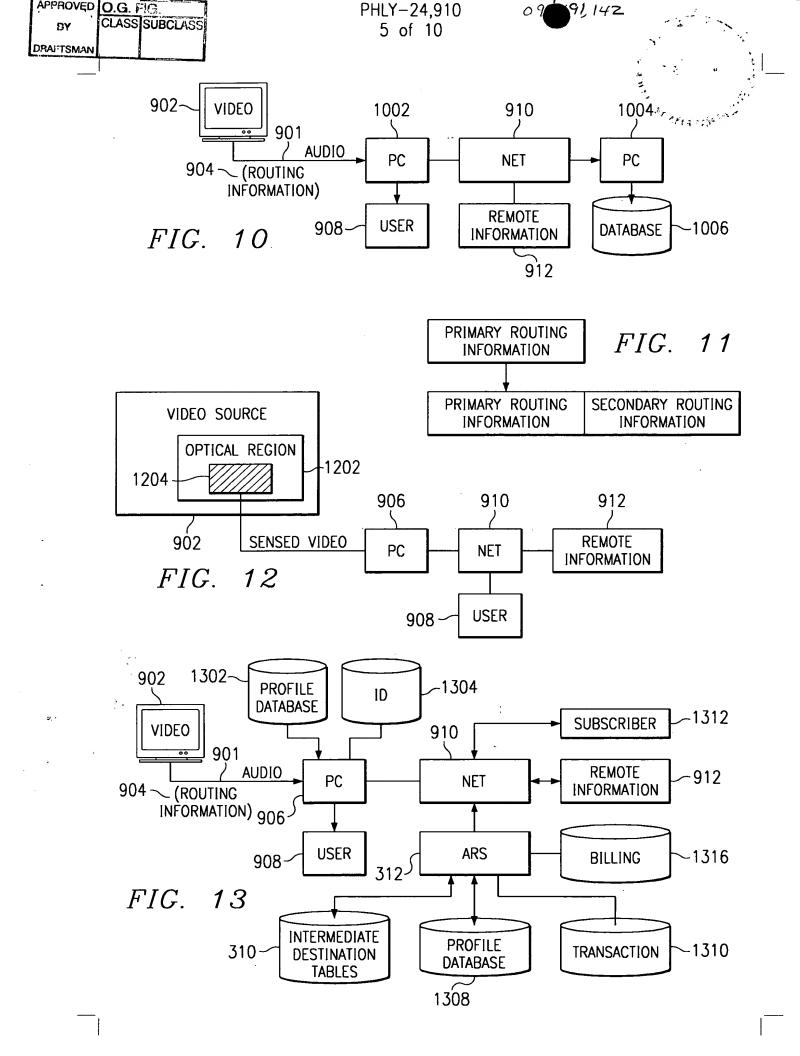
		<u> </u>	
408~	URL OF	REQUEST-FOR-	URL OF
100	ADVERTISER	INFORMATION	SOURCE

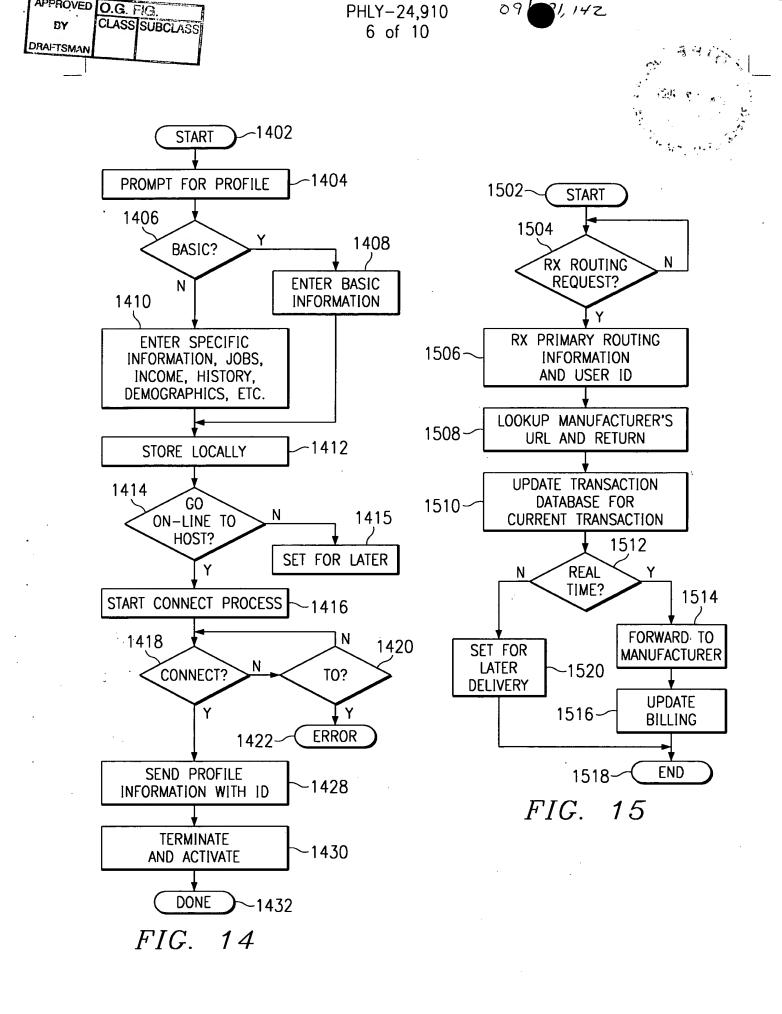
FIG. 4e

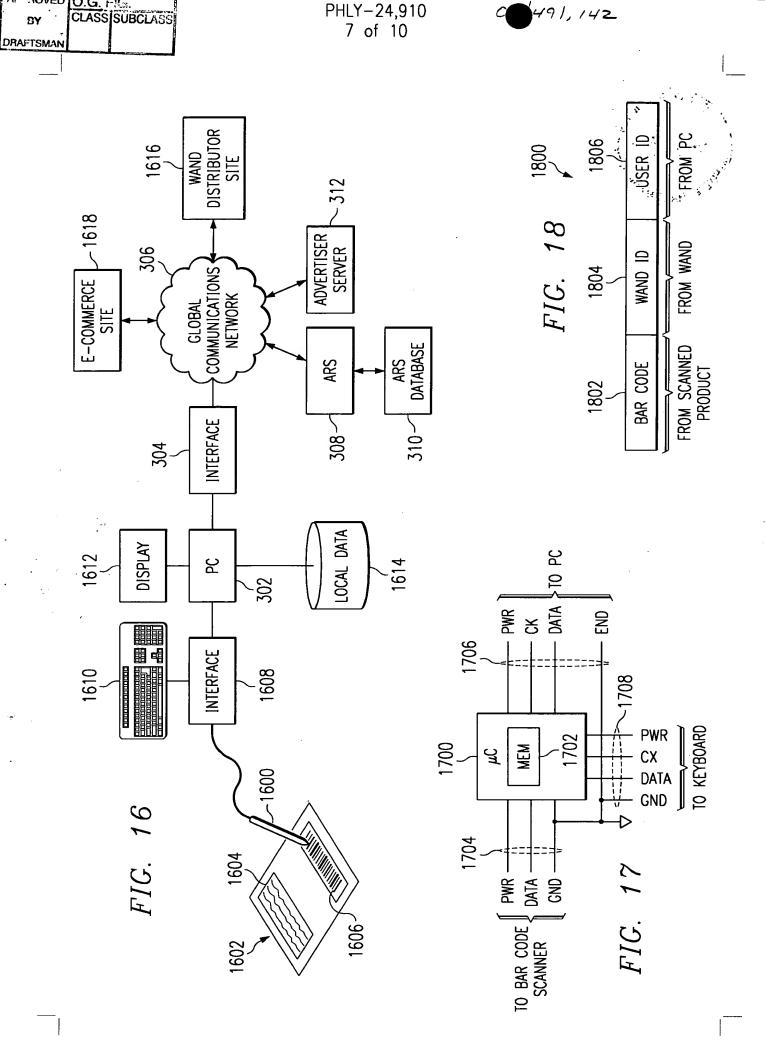


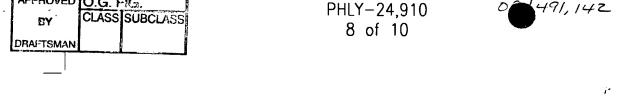


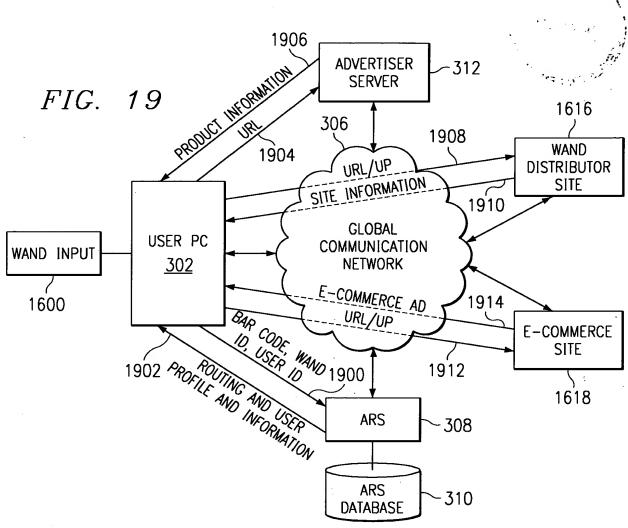


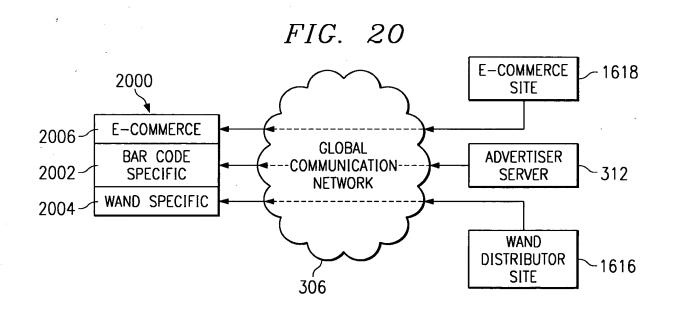
















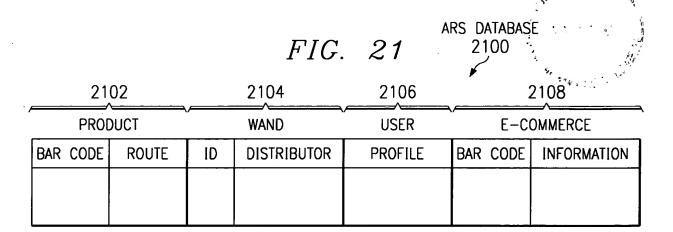
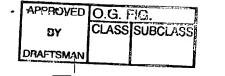


FIG. 22 USER 2200 SCAN? ASSEMBLE BAR CODE, 2202-WAND ID, ARS URL AND LAUNCH BROWSER WINDOW PARTITIONED INTO 2204-THREE FRAMES; WAND ID, BAR CODE AND E-COMMERCE RECEIVE N ROUTING? 2206 ROUTE INFORMATION 2208 FOR EACH WINDOW RECEIVE INFORMATION 2210 FROM ROUTED-TO SITES PLACE IN ASSIGNED FRAME 2212 **END**



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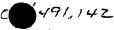


FIG. 23 **ARS** FIG. 24 2300 E-COMMERCE) BAR CODE? - 2400 RECEIVE MESSAGE PACKET 2302-MATCH TO MFG 2402 BAR CODE ASSEMBLE BAR CODE INFORMATION 2304 -ROUTING STRING MATCHED? **REJECT** 2306 WAND ID? 2404 MATCH BAR CODE 2406 WITH WAND ID ASSEMBLE WAND ID 2308-LOOKUP E-COMMERCE 2408 ROUTING STRING **ACTION** ASSEMBLE MESSAGE PACKET E-COMMERCE? WITH E-COMMERCE INFORMATION AND ROUTING 2410 INFORMATION (BAR CODE 2310 CONTENT AND/OR PROCESS AND USER PROFILE) ASSEMBLE E-COMMERCE 2312 ROUTING STRING TRANSMIT TO USER PC - 2412 RETURN ALL RETURN 2314 ROUTING STRINGS

END